

# **CITY OF TUPELO**

## **Job Description**

### **On-Line Content Manager**

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Exempt (Y/N): No	Salary Level:
Location: Convention & Visitors Bureau	Shift: Full time
Department: Convention & Visitors Bureau	Supervisor: Director of Marketing

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#### **SUMMARY**

Assist the Director of Marketing in social media campaigns, content creation, delivery and evaluation of strategies.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following, other duties may be assigned.

- Draft content for external communications, blogs and social networking platforms to support the overall marketing program of work.
- Use creative means to plan, organize and implement a range of social media programs and/or events.
- Must be able to answer questions, commenting on posts and being involved with assisting the public whenever necessary through all social media platforms.
- Develop content calendar for social media sites.
- Convey a sense of community and build our following based on valuation content and mutual sharing.
- Write, edit and shoot video content to be pushed through our social media platforms.
- Assist with social media reporting for monthly board reports.
- Develop graphics used through social media platforms.
- Manage and maintain listings on multiple platforms

#### **QUALIFICATION REQUIREMENTS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION AND/OR EXPERIENCE**

- Bachelor's Degree from a four-year college or university.
- Minimum of two (2) years business related experience
- Must have a strong knowledge of leveraging social media technologies including but not limited to Facebook, Twitter, Youtube, blogs and working knowledge of web analytics software.
- Must be computer literate in the areas of graphic design and video editing.
- Experience in video shooting.

**OFFICE SKILLS**

- Must operate standard office equipment and personal computers.
- Must present an organized office that perpetuates a staff and guest friendly environment
- Ability to multi-task in order to meet deadlines
- Computer literate in applicable software (Internet, Microsoft word, Excel, Power Point and Outlook) and able to learn new software as needed. Experience in both PC and MAC platforms preferred.
- Writing and copy-editing experience

**LANGUAGE**

- Ability to read, analyze and interpret common scientific and technical journals, financial reports or government regulations.

- Ability to respond to common inquiries or complaints from customers, regulatory agencies or members of the business community.
- Ability to write letters and/or articles or publications that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups and/or governmental officials.
- Must speak and write the English language fluently.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation will be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, talk, hear, use hands to finger, handle or feel, reach with hands and arms and taste or smell.

Specific vision abilities for the job include near vision, distant vision, color vision, peripheral vision, depth perception and the ability to focus.

## **CERTIFICATIONS, LICENSES AND REGISTRATION**

- Possess a valid driver's license
- Employee must possess proof of valid automobile liability insurance

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this

job. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to use hands to finger, handle or feel objects or controls.
- The employee is occasionally required to stand; sit; reach with hands and arms; lift 10 to 40 pounds and drive a vehicle.

**IMPORTANT:**

The position description is not intended to be all-inclusive; an employee will also perform other reasonably related job responsibilities as assigned by the director of the Tupelo Convention & Visitors Bureau.

The CVB reserves the right to revise or change job duties as need arises. The position description does not constitute a written or implied contract of employment and creates no contractual obligations on the CVB.